

[40] From: Susan FRASER at POST07N1 2/16/95 2:02PM (1748 bytes: 28 ln)  
To: PMUSA-OSTERN Eric at LEOPOST  
cc: Carl BACA at POST19N1, Inga LAMBERT, Susan FRASER  
Subject: Additional Alternative ROP insertion for Miami

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I found out that XS will go to press two days prior to New Times so they can use the same film for both. As I mentioned below they are printed at the same printer.

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Eric-

We just found out about another alternative newspaper that exists in the Miami market. It is called XS. It covers the Broward and Palm Beach counties while our current alternative paper that we are using (Miami New Times) covers Dade County. XS has a distribution of 60M and they would sell us the 4-color spread for \$1,902 (a 50% discount). XS also prints the Miami New Times so we know the quality is okay. I do have a call into the rep. to check and see if the ad sizes are the same in the two newspapers (Carl, I know this obviously affects you). They are a weekly publication so we recommend being in the issue which comes out 2/28 (same timing as the New Times). Per the Autoracing plan that was sent out two days ago, we are \$12.6M under budget so we could afford this.

Eric, please let us know what you think. If we want to do this we should let the rep. know by tomorrow. I'll let you know what I find out about the sizes of the two papers.

Susan

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